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ABSTRACT

A chronological history of major public relations organizations in the United States is presented in this paper. Following an overview of the public relations profession, the paper traces the development of several sporatically formed organizations, starting with the Financial Advertising Association in 1915, and leading to the largest organization in existence today, the Public Relations Society of America (PRSA). The paper focuses on organizations for several specialized areas of public relations, along with reviewing the two major international associations--the International Public Relations Association and the Centre of European Public Relations. A number of items are appended, including a working definition of public relations, a copy of the Code of Professional Standards for the Practice of Public Relations adopted by the PRSA, and lists of public relations organizations. (FL)

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PUBLIC RELATIONS DIVISION

The Uniting of a Profession:

The History of Public Relations Organizations

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The Uniting of a Profession:

The History of Public Relations Organizations

This paper spans over 68 years of attempts to combine the ideals and dreams of what many feel the profession of public relations should be. The accumulated efforts to organize public relations societies during these years serve as an example of the exhuberance early practitioners felt to unify the public relations field.

In today's society, public relations is a recognized profession. This differs from associations dealing with trades, which are commercially oriented, gearing themselves toward increasing the sales of a particular service or product. Professional associations, on the other hand, are generally composed of individual members, in contrast to associations, which usually draw their members from corporations.

The public relations profession believes itself to have the qualifications of a professional field, which American Heritage Dictionary defines as, "those engaged in a specific activity as a source of livelihood. 2) Those having great skill or experience in a particular field or activity."[2]

As Cutlip and Center point out, professional societies can be grouped either horizontally (dealing with one subject) or vertically (devoting efforts to different subjects). Add to these qualifications the premise

that most societies affiliate with at least one national council, there exists a professional association.[3]

This body of individuals with an interest in learning about and participating in the field of public relations began joining hands early in the 20th century for a common purpose: to counteract the work of "quacks and slickers with shoddy whitewashing tactics and unconscionably high fees." The need became most apparent in the 1920s and 1930s at a time when publicity antics were at their peak.[4] Only through organized effort could unethical practices be stopped.

Since then, dozens of specialized public relations organizations have been formed, along with some broad-scope societies. Fears still emerge concerning the treatment of the public relations field, but general agreement exists that the profession gains respect on a progressive basis--both from its own practitioners and from those individuals who must work with public relations people and methods.

Still, concern is constantly expressed that the professional organizations we know today may turn into trade associations unless professional standards are strictly enforced. The Public Relations Society of America (PRSA) took a major step toward improving the practices of its members and the field in 1963 by initiating a membership accreditation program. Although this action has helped add credibility to the field, some individuals and public relations leaders believe that professional standards can only be upheld by the eventual licensing of the profession by the state.

As one public relations pioneer, Edward L. Bernays, has phrased it, "My strong feeling is that unless the public relations field insists on licensing, they'll (the practitioners) have a tough time maintaining their integrity with the public."[5]

Whichever way the licensing issue turns in the future, the public relations profession has a heritage to be proud of. The forward-thinking individuals who began our many public relations organizations did so for a multitude of reasons, perhaps the main one being: to improve the profession they were committed to. They did this with dedication and enthusiasm, but most times, without a firm understanding of what public relations was really all about.

Since the early 1900s individuals have sought to "define" public relations. Records show that one of the first efforts to do so was in 1907 by the Committee on Public Relations for the American Street and Interurban Railway Association.[6] Other forefathers of public relations continued to offer their ideas, including Ivy Lee, who issued his "Declaration of Principles" in 1906.

> This is not a secret press bureau. All our work is done in the open. We aim to supply news. This is not an advertising agency; if you think any of our matter ought properly go to your business office, do not use it. Our matter is accurate. Further details on any subject treated will be supplied promptly, and any editor will be assisted most cheerfully in verifying directly any statement of fact . . . In brief, our plan is, frankly and openly, on behalf of business concerns and public institutions, to supply to the press and public of the United State prompt and accurate information concerning subjects which it is of value and interest to the public to know about.[7]

Concern for a working definition of the field has been of importance in Europe also, but it was not until October 23, 1964 that the public relations profession was officially defined and recognized. This was done at the government level in France, when the Ministry of Information issued a definition of the professions of public relations practitioner and press officer in the Journal Officiel de la Republique Francaise (the Official Gazette of the French Republic).[8] (Table 1)

This definition assisted the French government in its understanding of the profession. However, not until October 1975 did the United States

compile a comprehensive definition of public relations. At that time, the Foundation for Public Relations Research and Education commissioned Dr. Rex Harlow to study past definitions, survey prominent public relations figures and develop a sound, working definition of public relations.

After collecting hundreds of definitions from public relations literature and surveying 65 leading people, he was able to form a broad basis for the definition:

> Public Relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication techniques as its principal tools.[9]

This same definition appeared in the International Public Relations Association's 1982 Gold Paper on public relations education. (Table 2) The United States, then, was able to define the field that thousands of practitioners are committed to.

In 1954 a professional Code of Ethics was adopted by PRSA to guide practitioners in their activities and demonstrate the credibility of the profession. (Table 3) The Code's implementation represents another important stepping stone in the long road that the public relations profession has been forced to travel. These two major landmarks--a definition of the profession and a Code of Ethics--came after a long struggle by independent public relations organizations to gain understanding, credibility and respect from not only their publics, but also from members of their own profession.

A Historical Look at Public Relations Organizations

The Forefathers

June 15, 1915 is the date on which the first national public relations organization was formed. After a meeting of the Associated Advertising Clubs of the World (which bankers claim did little to meet their needs), seven of them met and decided to form their own financial advertising group. On December 1, 1915, with forty members present, the Financial Advertising Association was formed at the St. Louis Union Bank.[10]

In its early years, the association served mainly as an "idea exchange" for its members. This changed in 1918 when members became eager to present a more "social" image to the public--through point-of-purchase displays, customer relations techniques and employee training programs.

This was not the only change the original organization was to make. In 1947, the FAA turned its attention to increasing public relations activities, and at that time, changed its name to the Financial Public Relations Association. 1966 saw another change, to "The Bank Public Relations and Marketing Association," this time encompassing one of the original aims of the society, "to serve the public by offering products and services to fill a need and generate profitable business for banks."[11]

Today we know the society as the Bank Marketing Association (BMA). This simplified name change occurred in 1970, with the support of hundreds of members committed to exploring the changing aspects and areas of marketing, research, communication and public relations.

First--of Many--Educational Public Relations Organizations

Less than two years after the Financial Advertising Association was formed, the United States saw the formal start of organizations dealing

with education. In March 1915, T. T. Frankenberg, then Publicity Director of Western College for Women in Oxford, Ohio, initiated the idea of the American College Public Relations Association,[12] though it wasn't until 1917 that enough interest could be stimulated in the organization for the idea to become popular. That year he assisted in the formation of the Association of American College News Bureaus.

Frankenberg initially conceived of the organization as a means of getting people involved in college public relations together to exchange ideas on the field. When the society officially started in 1917, with 800 male members, its main purpose was ". . . to unite those persons interested in any and all phases of public relations activities of colleges and universities."[13] The organization continued to serve this purpose, even after two name changes. The first, in 1930, to the American College Publicity Association, and the second, in May 1946, to the American College Public Relations Association.[14] Since 1975 it has been known as "CASE," Council for Advancement of Support for Education.

Public Welfare Gets Attention

Social work in the 1920s proved an important aspect following World War I. The year 1922 saw the formation of the third public relations organization in the United States, the National Publicity Council for Health and Welfare Services. Primarily responsible for the birth of this organization were Evart and Mary Swain Routzahn of the Russell Sage Foundation, who helped establish a Health Education Section in the American Public Health Association prior to their work with the National Publicity Council for Health and Welfare Services. When formed, the latter's main objective was, ". . . to assist and advise health and welfare organizations on their public relations problems by acting as a national exchange of information,

ideas and technical aids."[15] One way for this goal to be met started in 1923 with the publication "Channels," which later became controlled by PRSA and is now privately published.

Religious Public Relations Starts Early

In 1918, both the Luthern Church (affiliated with the National Lutheran Council) and the Catholic Church displayed some movements toward initiating publicity programs. These were sparsely supported. It was not until 1929 with the establishment of the Religious Publicity Council that national focus on religious public relations was attained. On November 27, 1929, twenty-nine charter members, representing seven denominations, the Federal Council of Churches and four church-related agencies, adopted a constitution and elected their first officers.[16]

Thirty-nine elected members and an ex-officio Board of Governors currently manage this interfaith, non-profit professional association. At one early convention on April 7-8, 1949, the name of the organization was changed to the "National Religious Publicity Council."[17] Another name change occurred in 1963 during its Chicago convention when the association unanimously adopted its current name of the Religious Public Relations Council, Inc. (RPRC).[18]

Membership in RPRC was opened in 1967 to all qualified people in Christian Communions and in 1970, it increased, encompassing all religious faiths. Current figures boast over 800 members in 12 chapters in the United States, with over 100 members-at-large in 24 states, Canada and 6 overseas countries.[19]

Throughout its history, RPRC has been guided by the goal of "establishing, raising and maintaining high standards of public relations and communications to the end that religious faith and life may be advanced;

and to promote fellowship, counselling and exchange of ideas among its members."[20]

More specifically, RPRC developed seven objectives under Article II, of its National Bylaws, on April 7, 1970. They are:

> A. To maintain high standards of religious public relations and communications. B. To develop fellowship among those engaged in public relations and related work for religious organizations. C. To develop a professional prestige for those working in religious public relations and communications. D. To present a united front and to speak with one voice on vital issues involving religious public relations and communications. E. To provide a clearing house for the exchange of ideas and discussion of mutual problems. F. To pool information on media, contacts, new techniques, and research. G. To encourage young people to select as a career public relations and communication in the field of religion.[21]

The continually growing membership of RPRC supports these purposes and maintains active involvement in many aspects of the public relations field.

Interest in Educational Public Relations Continues

School public relations again took the spotlight with the founding of "The National Association for Educational Publicity" by members of the National Educational Association (NEA) in 1935 which changed its name to the School Public Relations Association (SPRA) in 1936. The members pledged to "promote the welfare of public education through improvements in publicity, exchange of ideas and materials, stimulation among educators of a proper understanding of school interpretation and the fostering of high standards."[22]

SPRA continued to grow and meet membership needs by compiling surveys of successful nationwide public relations practices in schools, and by creating a newsletter in 1945 called Trends. SPRA membership increased in 1948, with the Association voting to affiliate with NEA. During 1950

two major changes took place: the agreement by NEA to allow affiliation, and a change to the association's current name, the National School Public Relations Association (NSPRA). A new purpose also was defined, ". . . a group of educators cooperating for a better community understanding of the objectives, accomplishments and the needs of the public schools."[23]

Following these alterations, NSPRA increased its activities, with its first Public Relations Roundtable in 1953; its first 5-day national seminar in New York City in 1954; and with the publication of books and newsletters from 1956 on. The 1960s saw NSPRA chartering chapters rapidly in the United States (by 1975, 44 chapters), along with producing special reports and audio/visual aids. The NSPRA board adopted a Code of Ethics for educational public relations in 1970 and in 1972 the National Association of State Educational Department Information Officers affiliated with the 36-year-old association.

By 1975 membership totaled over 1,100--926 professional, 159 associate, and 33 students.[24] NSPRA members benefit from Hotline Counselling Services, PR Resource Center, Personnel Clearinghouse and national seminars. The addition of Canadian provinces to NSPRA regions in 1975 gave the association an international scope, and an optimistic outlook on future endeavors for the association.

Publicity Directors Join the Spotlight

The formation of the National Association of Accredited Publicity Directors, Inc. (NAAPD) occurred in 1936, with the leadership of several public relations pioneers, including Stewart N. Clarkson.

At that time, the stated objectives of the ambitious, young organization were . . .

1. To provide opportunity for research, discussion and study of the problems of the publicity profession.
2. To formulate, promote and interpret to business, to the public, and to the press, (a) The objectives, possibilities, and functions of publicity in disseminating information, improving public relations and increasing sales; and (b) the publicity director's obligation to his client or employer and to the press and the public.
3. To promote and maintain the highest standards of service and conduct by all members of the publicity profession.
4. To exchange ideas and experiences and to collect and disseminate information of value to the publicity profession or the public.
5. To promote an enlarged and friendly intercourse within the profession.[25]

To carry out these objectives, while maintaining the prestige and quality of its organization, NAAPD limited active membership to public relations people with five or more years of publicity or public relations experience, and who, at the time of applying for membership, were either "a) the chief executive officer of a professional or public relations corporation or concern; or any partner of a partnership of a similar nature or b) the director of publicity or public relations on the staff of a business corporation, association, partnership or concern."[26] Business associates of members were ineligible for active membership, but were, at the time, encouraged to become associate members.

In 1941 the word "accredited" was officially deleted from the organization's title to open the door to more members and conform to the fact that no accreditation program was offered.[27] Another name change occurred in 1944 when the predominately eastern-oriented and New York-based group became the National Association of Public Relations Counsel.[28] It continued to grow, with an executive vice president managing it. Informal lunch and dinner meetings thrived for a number of years, with the association's members helping to raise standards and improve methods of developing public relations in business and industries nationwide.

Public Relations Men--Wise and Otherwise

Originally coordinated during a 1938 dinner party at the home of John Hill, founder of Hill and Knowlton, the Wise Men based their activities in New York City. Hill once cited the main purpose of "The Group" (its second name) as to "just chat and have a good time."[29]

Dinner meetings for the Wise Men are still held monthly at the University Club in New York. Originally, membership comprised 15 public relations directors or officers of New York's largest corporations and leading public relations counselling firms. The all-male society continued to grow. By 1969, 41 men, representing 35 different public relations concerns were members of The Group.[30] (Table 4) The format for the meetings requires a discussion leader to prepare background information on a timely topic and then present the information for group discussion following dinner.

One peak time of interest for the Wise Men was in the late 1930s and early 1940s. It was then that the gentlemen felt a need to collaborate their ideas following the 1929 stock market crash and the resulting depression of the 1930s.

Howard Chase, long-time member of the Wise Men, describes the organization as, "an informal group with no officers or meeting minutes but composed of some of the most prestigious people--the fundamental leaders in the field.[31]

1939--A Double Winner

Following the debut of the Wise Men, the Library Council and The Institute of Public Relations were started. The Library Public Relations Council aims ". . . to investigate and promote every phase of library public relations and to serve as a clearinghouse for materials, techniques

and methods."[32] This specialized council consists mainly of librarians and communications people, with its base in New York.

The second council to form that year, the Institute of Public Relations, was initiated by Dr. Rex Harlow. Formed with the intention of defining the public relations function and improving unity of public relations people, Dr. Harlow describes his idea as follows:

> I wanted to take a hand in helping fashion that new profession. Instead of diminishing with the passing of years, my interest in public relations had steadily grown. It was "my" field of work. But it was an ill-defined field, one only emerging, without clearly marked guidelines.
>
> What was needed, it seemed to me, was the establishment of a solid foundation of principles, procedures and tools; a code of ethics and practices; standards of competence and achievement--the sound ingredients of any profession. Persons who practiced public relations and those who used the services of these practitioners should have some common basis for understanding what public relations is, what it can do, and what constitutes acceptable work in the field.
>
> Public relations workers and their employers and clients needed education in the sound fundamentals of the subject. Instruction should be provided on a university level for students who wanted to enter the field. And provision should be made for holding clinics, seminars, short courses, conferences and meetings where the forces of business, industry, government, labor, the professions and others could meet and discuss practical problems and sound theory.
>
> My brand new idea therefore was to organize an institute of public relations at Stanford which would provide the educational facilities needed.[33]

> Development of the function of public relations into a field or a profession was not to be denied. By the end of 1930, when the American Council on Public Relations was founded, and public relations men and women all over the nation began to join it, the disparate groups and "loners" began, under the auspices of the Council, to get together, think together, study and discuss mutual problems, exchange ideas and experiences, and grow into something of an organized force.[34]

The founding of the Institute of Public Relations came after 24 years of public relations field experience for Dr. Harlow. He maintains

that the initiation and construction of this society, which later laid the groundwork for the development of PRSA, remains his largest contribution to the field of professional public relations. He proudly adds that, "Since it was the first and only national organization in the country, it had to provide a high grade of leadership--which I think it did."[35] After completing the planning and preparation, Dr. Harlow's "contribution to the field" filed Articles of Incorporation with the Secretary of State in Sacramento, California on May 13, 1939. The purposes with which the article was based are:

> To promote, sponsor and foster the study of and instruction in the general field of public relations and all subjects directly or indirectly connected therewith; to provide and maintain lectures and other courses at universities and colleges, or otherwise; to provide facilities and opportunities for research and analysis of any and all features of the field of public relations by lectures, forums, discussions, experiments, surveys, public meetings, exhibitions, courses, classes, conferences, and analyses; to publish pamphlets, books, monographs and in general to disseminate information and act in a consulting or advisory capacity concerning the subject of public relations and all kindred and allied subjects, and to give, grant and sponsor the granting of fellowships and awards for study or research in the field of public relations; to do any and all things necessary, suitable, convenient or proper for or in connection with or incidental to the accomplishment of any of the purposes or the attainment of any one or more of the objects herein enumerated, or designed directly or indirectly to promote the interests of this corporation, and to do any and all things and to exercise any and all powers which may now or hereafter be lawful for this corporation to do or to exercise under the laws of the State of California; provided that this corporation is and shall be a corporation which does not contemplate pecuniary gain or profit to the members thereof.[36]

On May 15, 1939, the charter was issued. Two days later the name was changed to the American Institute of Public Relations, but within a year became the American Council on Public Relations.

Both corporations and individuals involved and interested in public relations were encouraged to join ACPR. Its aim was to offer short courses on public relations in West Coast schools, conduct public relations research

and to publish books and surveys. In addition, summaries of the courses taught were published as an added bonus for ACPR's many members.

Early 1940s See Publicity Clubs Form

While this paper has intentionally not touched upon the regional public relations organizations (such as Texas Public Relations Association and the Florida Public Relations Association) due to space limitations, it is appropriate at this point to delve into the history of several publicity clubs. Two prominent ones--the Publicity Clubs of New York and of Chicago--were both organized in the early 1940s and are still in operation today.

The Publicity Club of New York invites all professionals engaged in the field of communication to become members in several categories: professional, affiliate, group professional membership, associate-allied fields, associate-journalist, associate-academic, associate-commercial, and non-resident (of New York).[37] Members are all eligible for a variety of benefits, including a job referral service, free lance referral service, newsletters, meetings, directories and group insurance.

The Publicity Club of Chicago offers many of the same benefits to its members, but adds to them the distinguished service awards for PCC, the Pub Clubber Award and the Golden Trumpet Awards. Originally called the Publicity Association of Chicago, the organization was founded in 1941 with Buell Patterson serving as its first president.[38] Under its third president, Fred J. Ashley, a Code of Ethics was adopted pledging members "1) To recognize their responsibility to their employers, the media with which they deal and the general public. 2) To recognize that there is no substitute for truth and fact. 3) To refrain from recommending or utilizing publicity to supplant advertising."[39]

These simple rules continue to guide PCC members. It is interesting to note that, despite the move away from the term "publicity" and into the more accepted term of "public relations" these two societies continue to thrive. Regional clubs such as these are abundant in the United States, with their members most often belonging to national organizations along with their local groups.

No Greater Flattery Than Imitation

After five years, without the emergence of any additional public relations organizations, the American Public Relations Association (APRA) began the new move in creating several important public relations associations. In 1944, the Washington, DC based organization of APRA was granted its charter, with the main purpose being, "to organize a stable means for exchanging ideas, to give a united voice to the profession and to enhance its influence on the public interest."[40] Less than a year later, APRA was making great strides at meeting its stated purpose. A recognition program, called the Silver Anvil Awards was established to meet that goal. During that year, the American Council on Public Relations began publication of its monthly Public Relations Journal (later taken over by PRSA).

By 1945 then, the United States had three major public relations organizations: NAPRC, APRA and ACPR--local in nature, yet spanning the entire country. The field at that time could most appropriately be termed "hazy," since practitioners of public relations, business people and the general public were all confused as to which of the three associations should, and would, be the center of attention in future years. The field lacked focus, and in 1946, steps were taken to rectify this situation.

Members of the three associations talked quietly for over a year, and then met at Chicago's Lake Shore Athletic Club (the midpoint between the East and West Coast organizations) in August 1947. APRA was the only society at that time to refuse the invitation to meet and discuss a merger of the three top organizations.[41]

It was at this meeting that three members each of NAPRC (Averell Broughton, Sam Fuson and Homer Calver) and ACPR (Rex Harlow, Edgar Waite and Virgil Rankin) drafted a consolidation agreement. The corporate charter was granted on February 4, 1948 by the State of New York, and the Public Relations Society of America was born.

The PRSA Articles of Incorporation read as follows:

> To develop a code of professional standards; to promote and interpret the objectives, potentialities and functions of public relations and those who practice it; to improve the relation of public relations workers to employers and clients, to media of information and opinion, and to the public; to promote, sponsor and foster study, research and instruction in the general field of public relations; to unite those engaged in the profession of public relations; and other objectives equally important to the profession.[42]

The primary objective of the Society when formed was, ". . . to promote the public welfare through the advancement of the art and science of public relations."[43] Five hundred charter members, in six charter chapters, pledged to support that purpose and the leaders of their new national society.

Edgar Waite, who at the time of the merger was the chairman of ACPR in San Francisco stated, "For, worthy as have been the accomplishments of NAPRC, ACPR and other fine groups, the <u>real</u> job--on a broad plane--can best be done by a body that works for and is supported by all. Such a body is now in the Public Relations Society of America."[44]

With such an extensive and qualified body of people to tap, PRSA was able to set up a temporary Board of Directors composed of 62 members--all

1947 directors and officers of both NAPRC and ACPR, members of the joint committee on merger, and additional Council representatives. From this massive board, 39 members were chosen to form the first official Board of Directors--nine each from the eastern, central, southern and western districts and three from Canada.[45] (Table 5)

The first chairman of the PRSA Board in 1948 was Earle Ferris (President at the time of merger of NAPRC), first Chairman of the Executive Committee was W. Howard Chase and the first National President was Virgil L. Rankin (President of ACPR at the time of the adoption of PRSA Bylaws). (Table 6)

Rex Harlow describes the first months of PRSA: "The new machine creaked at the joints and suffered all the pains to be expected under the circumstances. Consolidating any two competing organizations is always a difficult task frought with danger and heartaches for those who have the responsibility for welding the parts into a unified whole. Great tact and patience are required, and wisdom of a high order."[46]

Annual national conferences for PRSA were quickly established, the first one being in 1958 ". . . to demonstrate that the idea back of the consolidation of NAPRC and the ACPR was sound," and that each of the two societies contributed distinguished workers, bringing "prestige and stability" to PRSA.[47] Indeed, their first two keynote speakers, Dr. Margaret Mead and Dr. S. I. Hayakawa assisted in this feat.

PRSA continued to grow at a stable rate, admitting into active membership only candidates who agreed to abide by certain ethical standards of the society and had at least five years experience in the field. Other membership categories (associate and sustaining) were developed for individuals, associations and corporations not fully qualifying for active membership.

Membership benefits (for the original dues of $50 each year) included use of the public relations information center (created in 1955), a national newsletter, code of principles (adopted in 1954) and professional interaction through conferences and seminars. So strong had PRSA become in such a short time, that after nearly two years of negotiations, the last of the "Big Three," the American Public Relations Association, voted to merge with PRSA on July 1, 1961. This gave PRSA not only 825 new members, but control of the Silver Anvil Awards competition.[48] An accreditation plan was added to PRSA's benefits in 1963, with the first group of members (476) receiving accredited status in 1965.

National PRSA membership has reached an all-time high in 1982 with over 11,000 members in 86 chapters in the United States. As Edward L. Bernays recently described it, "PRSA and its leadership are very forward-looking. Their attempts to advance and professionalize the field of public relations can only be seen as positive steps for the future."[49]

Specialty Groups Continue

As PRSA worked to form an umbrella organization for all public relations people, several specialty societies continued to emerge in the late 1940s and early 1950s. 1949 saw the start of the Government Public Relations Association, with its main purpose being, ". . .. to strengthen democracy by making governmental operations more understandable; to stimulate official government public relations through organized leadership and action; to promote public and official understanding of the functions and principles of government public relations; to encourage recognition of government public relations as a non-political activity of government."[50] This short-lived organization published monthly bulletins and worked jointly with another society formed that year--the Association of Municipal Public Relations Officers.

It had four objectives:

1) To provide a clearinghouse for the exchange of information and experience in municipal public relations.
2) To stimulate the growth of official municipal public relations through organized leadership and action.
3) To promote public and official understanding of the functions and principles of municipal public relations
4) To encourage recognition of the municipal public relations profession as a non-political activity of government.[51]

Members of AMPRO elected their charter officers at their June 17, 1949 national organizational meeting (Table 7) and relied on these individuals to carry out the above mentioned objectives. This also included the development of publications, case histories, a library on municipal public relations, a consulting service and monographs, all to meet the needs of its growing membership.

Three more specialty associations in the field were created in 1952. The Chemical Public Relations Association was formed to discuss mutual problems dealing with the handling of public relations for the chemical industry, meeting informally three times a year.[52]

Backing up slightly, the year 1942 saw a fluttering of union among public relations people in the United States. During a dinner conversation, several prominent public relations men concluded that something must be done to persuade company management that public relations was important to them.

From this brainstorming session emerged what Ralph Champlin, a pioneer public relations practitioner and member of the group, referred to as "the first conference on public relations."[53] It was officially called the First Congress of the Directors of Public Relations for Industry in America and was held in New York during November 1942. Paul Garrett, conference chairman and opening speaker, remarked, "And, unlike lawyers, doctors, and engineers, we have never come together in any formal way as

public relations specialists to exchange views. We have never put down any set of public relations principles. Doubtless you have frequently wanted to test some of your own ideas against the experience of others. So we are gathered here today as practical operators in the business to get acquainted with each other and discuss our mutual problems."[54]

These meetings continued to be held yearly and eventually led to the establishment of the Public Relations Seminar in 1952. An outgrowth of the National Conference of Business Public Relations Executives, the PR Seminar, now in its thirtieth year, first met in June 1952 with only business public relations executives as members. Both advertising agency and non-profit public relations people are frowned upon by this elite group.

Membership in the PR Seminar is limited to not more than two persons for any company or public relations agency. Only those invited to join by the Sponsoring Committee may attend.[55]

The PR Seminar meetings are annual gatherings of between 100 and 120 business public relations men and women. As Harold Brayman describes, ". . . it is restricted to business people in order to encourage frank and uninhibited discussion of the public problems of American business."[56] The emphasis of these intense three-day meetings falls on what the role of business should be in solving the major social problems facing the country. The PR Seminar's first topics reflect this feeling, having dealt with the relationship of business organizations to political activities and social scientist presentations.

Membership in the PR Seminar comes from individuals involved in various public relations organizations--including PRSA and the Wise Men. (Table 4) Members are not permitted to discuss activities that occur

during meetings outside of the meeting place, and they agree never to write anything publicly about the society.

Another specialized group, the Railroad Public Relations Association, was formed in New York City in September 1952.[57] This still-active group invites anyone who is engaged in, or is concerned with railroad public relations to join their ranks. Specifically, their goal is, ". . . to promote public relations within the railroad industry by exchange of ideas, opinions, and experiences regarding public relations as it pertains to the individual railroads in particular and the railroad industry in general. . ."[58] (Table 8) Thirty-six railroad corporations currently maintain active status; 25 associate status and several retired status. (Table 9)

Finally, one of the smallest groups, the Agricultural Relations Council, was formed in 1953. Based in Illinois, the Agricultural Relations Council has a broad goal of promoting public welfare. It aims to achieve this through the advancement of the art and science of agricultural public relations.[59]

PR Talk: In Agencies and Hospitals

The last public relations organization to take shape in the 1950s was Pride and Alarm. Sometimes referred to as a "junior Wise Men" society, its original members were few in number, but came from prestigious public relations agencies and notable corporations. (Table 4)

After its founding in 1957, Pride and Alarm, drawing its name from the phrase, "point with pride and view with alarm," met at the Wings Club on the third Friday of every month in New York City. Their discussions, originally led by G. Edward Pendray, assisted in the formation of the accreditation program now used by PRSA.[60] Currently, eight to ten leading public relations agencies are represented with news and topics of information

dominating the discussions. As long-time member Kalman Druck states, "Membership is on a purely personal basis. Pride and Alarm is not, and never was, a business-oriented organization."[61]

Seven years after the formation of Pride and Alarm, the next public relations organization found its roots--this time in Chicago. In June 1964 the American Society for Hospital Public Relations Directors (ASHPRD) was created as an offshoot of the American Hospital Association.[62] Edwin L. Crosby, M.D., then director of the Association, announced:

> We want the public to better understand hospitals and their services, because hospital care eventually touches every human life. The complexity of modern hospital care will increase with scientific advances. The public needs and wants to understand these changes. Hospitals must be ready to explain.[63]

One hundred fifty-six of the original 460 members met for the first time in Chicago in May 1965. Here they elected a five-member board that later expanded to eleven.

Original objectives of the association were: "1) to continuously raise hospital public relations standards; 2) to serve as a national medium for the exchange of ideas; and 3) to encourage expansion of public relations activities in the hospital field."[64] In 1972, two changes took place for ASHPRD. The word "directors" was eliminated from its name, and the following set of goals were approved:

1) To provide an orderly and systematic education program through which society members can educate themselves.
2) To serve as an action arm of the AHA by assisting on public relations projects.
3) To improve communications among the AHA, society board, society members and affiliated chapters.
4) To generate increased membership through improved services to members.
5) To increase understanding of the role of the public relations practitioners among others in the hospital management field.
6) To attract to the profession increasing numbers of well-educated and qualified personnel.
7) To establish and maintain an information exchange system for members.[65]

ASHPR is one of 15 AHA professional societies, and members are encouraged to use all AHA resources, along with additional membership benefits including: case studies, publication evaluation service, professional achievement programs and membership rosters. The nearly 1,300 current members of ASHPR also follow society bylaws, a code of standards and a statement of principles, all designed to maintain ASHPR's professional association status.

Two other professional organizations formed in the mid-1960s, sometimes labeled as part of the "secret societies." These included the Public Relations Counselors Roundtable of Chicago and Shop Talk. Both organizations were started in 1965, with only a small number of companies as its members, with principals or officers attending meetings.

The Roundtable members met in Chicago every three months with many of its members "spilling over" from the PRSA Counselors Section. The prestige of the Roundtable meetings appealed to the public relations agency heads, who, rumor has it, were annoyed with the open-door policy of the PRSA Counselors Section Meetings. (Table 4)

Contrary to that opinion, Kalman Druck believes that the Counselors Section has taken over the functions of the Roundtable and other specialized groups. "The impetus generated in Shop Talk and The Roundtable and other groups has been taken up by the PRSA Counselors Section. It is now THE vehicle for counselor exchange on a national level."[66]

While the Roundtable was the focal point of public relations agencies in the midwest, Shop Talk captured the larger public relations firms in New York. Founded principally by John Hill and T. J. Ross, Shop Talk members met over a 15-year period. Toward the end of its existence, original attendees retired and died, eventually ending the organization.[67]

During its peak years of existence, top executives from 12-15 agencies gathered to concentrate on mutually-shared problems of running an agency. Topics included employee vacations, fringe benefits, salaries and available employees.

One project, described by Mr. Druck, involves the recruitment of top students for agency work. Each Shop Talk member was assigned one or two universities and was responsible for recruiting graduating students. This served as an effective joint recruitment program for Shop Talk members for a few short years. Eventually, however, interest drifted, members retired from the field, and Shop Talk quietly disbanded.

The Future: Youth and Challenge

1968 saw a new breed of public relations people--college students studying public relations. After several years of existence in six different regions of the United States, PRSA invited these independent "fraternal" organizations to amalgamate into a single national student association, operating under its sponsorship. The students agreed to the merger, and in March 1968, the Public Relations Student Society of America (PRSSA) was born.

Six charter chapters and 96 students started the organization, which soon grew to 17 chapters and 400 members within nine months.[68] Until 1973 the parent organization financially supported their offspring. Then, the students imposed a $9 dues structure to contribute to their operating costs.

The next year, 1974, saw the students electing national student leaders and PRSA advisors to run the still-growing society. National conferences started two years later, supported by periodic publications, case study competitions and scholarships, and membership materials as primary membership benefits. As the years pass, the students still applaud professional/

student interaction with PRSA members as their most important membership benefit.

PRSSA, broken into nine districts, boasts a membership of 4,300 for the year 1982, making it the second largest public relations organization in the world. Chapters have increased to 120 nationwide, with an average of five chapter charter applications approved each year by the leaders of PRSA and PRSSA.[69]

The future of public relations, and the success of PRSA's continued growth, rely heavily on the public relations students. By educating, stimulating and preparing the students of today, PRSA assures itself of a thriving future membership. Equally important, the student organization is taking great strides to prepare its members for the field by encouraging them to adhere to the ethical standards established in the field.

However, PRSSA does not guarantee the domination of PRSA as "the" public relations organization of the future. Another association, the International Association of Business Communicators (IABC), currently rivals PRSA for recognition and prestige in the public relations field.

Begun in 1970, IABC was formed through a merger of the International Conference of Industrial Editors (founded in 1941) and the American Association of Industrial Editors (founded in 1938). The Canadian Industrial Editors Association joined IABC in 1974, bringing with it an international scope for IABC.[70] Throughout its "mission" IABC has aimed to help organizations and communicators to improve their communications with all their audiences. In 1980, IABC stressed its emphasis in public relations by predicting its domination of the field by the late 1980s.

IABC boasts a membership of 9,017 for 1981, with 115 chapters in Canada, the United States and United Kingdom, and with affiliates in 39 foreign countries. IABC members (both students and professionals) receive monthly

newsletters, quarterly journals, job hotline services and the use of a lending library of ideas and materials. IABC also offers member accreditation, international and United States conferences and membership directories.[71]

IABC's professed interest in the public relations field sets a type of "battleground" to determine which society--IABC or PRSA-- will become the leading public relations organization of the 21st century. Many of the special interest organizations mentioned thus far will continue to prosper, but the struggle for a leading national society continues.

Rex Harlow, one of PRSA's founding fathers, took time to contemplate the future of PRSA in his soon-to-be released autobiography. From his point of view, PRSA must pay special attention to its future if it hopes to not only thrive, but survive.

> As PRSA goes in its role as leader and guide in the public relations profession, so likely will public relations win success or only struggle along in the decade ahead. PRSA is the voice of the profession. Its influence upon the thoughts, actions and professionals, whether members or not, is tremendous. So it must seek to earn and receive the approval and support of all who are affected by it. As an aspirant to a position of eminence and leadership, it must earn that position by providing vision, character and services of a high order--constructive, stimulating meetings, conferences, programs, literature and communication tools and services of various kinds. It is constantly on the spot. So it must make sure that its officials and their acts are of a high order. How it performs will be a very important and maybe deciding factor in whether public relations will be successful in the next decade.[72]

Certainly Mr. Harlow is not the only person concerned with the future of PRSA. As noted educator Allen Center states,". . . the bright spot of the future lies not with the past generations, but with today's students. These young people who are studying and practicing public relations theories and principles are our greatest promise for the future."[73]

Mr. Center's point is well taken, emphasizing the fact that societal struggles for dominance in the public relations field may not be the key

issue. The continual grooming of new professionals--either by IABC or PRSA--will surely be the step to their future successes. By focusing attention and support on the students now, these societies are assuring themselves, and the students, soon-to-be practitioners, of a prosperous future for public relations organizations.

Quick Glance at a Large World

World Public Relations Catches On

While public relations organizations in the United States began as far back as 1915, the major societies and associations in foreign countries emerged in the late 1940s and during the 1950s. The Canadian Public Relations Society started this trend with its formation in Montreal in April 1948 with a membership of 26. The Ontario Public Relations Association joined this organization in 1953, increasing membership to over 800 people in seven branches in six Canadian provinces.[74]

Public relations organizations overseas saw many societies establish themselves in a relatively brief, eleven-year period, among them being:

1948 - Institute of Public Relations in London
1949 - The Glass House (First Public Relations Society in France)
1949 - The Norwegian Public Relations Association
1951 - L'Association Francaise des Relations Publiques
1952 - Centre Belge des Relations Publiques (Belgium)
1954 - Italian Public Relations Association
1955 - International Public Relations Association (originally organized in 1949)
1958 - German Public Relations Association
1959 - European Centre of Public Relations[75]

(Table 10)

IPRA and CERP Lead in Europe

The International Public Relations Association (IPRA) and CERP--the Centre of European Public Relations--deserve special mention here. They both serve as the two major targets of international attention. IPRA aims

to raise world standards of public relations practices, along with stimulating interest in training, research and education. General Assembly meetings are held each year--the first being in Brussels in 1958.[76]

Only those individuals engaged in international aspects of public relations and have been in the field for at least five years are eligible for membership in IPRA. Twenty-four years after its inception, IPRA now has 700 members in 60 different countries. They are expected to follow both the "Code of Conduct" (adopted for IPRA in 1961) and the "Code of Athens" (adopted in 1965, based on the principles of the United Nations Declaration of Human Rights).[77]

IPRA was formally recognized in 1964 by the United Nations when it agreed to accept IPRA on a consultative basis to its Economic and Social Council. A major project IPRA started in 1973 was the research and production of its "Gold Papers." Published every three years, these have dealt with the following areas of research:

Gold Paper #1, 1973:	Standards and Ethics of Public Relations Practice by Herbert M. Lloyd
Gold Paper #2, 1976:	Public Relations Education Worldwide by Professor Dr. Albert Oeckl
Gold Paper #3, 1979:	A Report on Public Relations Research by J. Carroll Bateman
Gold Paper #4, 1982:	A Model for Public Relations Education for Professional Practice by IPRA Education and Research Committee[78]

The other major international organization, CERP, studies problems concerned with the public relations education presented at the college level. Its main organization goal is to ". . . examine standards of public relations training, education and practice in member countries with a view to developing facilities and endeavoring to achieve the acceptance of common standards."[79]

These two main societies receive the bulk of international attention, along with the triennial World Congress of Public Relations meetings that IPRA sponsors. While these organizations attempt to unite the public relations profession abroad, it remains widely known and generally agreed upon that the public relations profession and foreign organizations are, for the most part, approximately 15-20 years behind the United States practitioners in terms of advancement of the field. These foreign groups attempt to increase practitioner knowledge and interaction on a worldwide basis in hopes of expanding and improving the public relations profession on an international scope.

Conclusion

As this paper details, public relations organizations have gone through extensive development since 1915. Associations have formed to meet specific needs of practitioners in specialized areas along with larger all-encompassing public relations organizations. The struggle for a single dominant organization continues today, just as it has for over half a century. The argument for continuation of the specialized associations has strong support from practitioners, especially those in the United States.

While this struggle may continue far into the future, perhaps it is more productive to reflect on a positive aspect of the concern. Which organization a practitioner belongs to should not really be the problem. The goal should be to encourage all practitioners to join at least one professional organization of any type. By doing so, the public relations profession becomes increasingly enhanced and improved. Practitioners with membership in a single public relations organization or several are reaping benefits and assisting in the further development of the profession

by their active association with the organization. Only through this supportive effort can practitioners increase the reputation and professionalism of the public relations field.

TABLE 1

Ministry of Information

Definition of the professions of Public Relations practitioner and Press Officer

The Ministry of Information,

By virtue of Decree n° 62-1523 of 19th December, 1962, as amended by Decree n° 61-898 of 26th August, 1964, relating to the powers of the Ministry of Information,

Hereby lays down:

Art. I. - The duties of a Public Relations practitioner, whether he belongs to the staff of a firm or is an independent consultant, are to devise and submit to the firms or organizations employing his services the means of establishing and maintaining good relations, based on mutual confidence, with the public and keeping it informed of their achievements and, more generally, of all matters relating to their operations.

These duties may also be extended to include the relations of firms with their staff.

The Public Relations practitioner is responsible for implementing the recommended policy and for measuring results.

The information he supplies about the organization must in all cases carry mention of its source, be strictly objective and be absolutely free of any propaganda, commercial publicity or advertising content.

Art. II. - The Press Officer carries out the duties defined above as a specialist in relations with the following information media: Press, films, radio and television.

Art. III. - The duties of a Public Relations practitioner and of a Press Officer are incompatible with their practising, at the same time, as a professional journalist or advertising agent.

Art. IV. - The only remuneration for Public or Press Relations work shall be the fees of the client or the salary of the employer on whose account this work is undertaken.

Art. V. - The present regulation shall be published in the Journal Officiel de la Republique Francaise.

Paris, 23rd October, 1964.

Alain PEYREFITTE.
Minister of Information.

(Translated by courtesy of M. Claude Chapeau.)

FROM: Black, Sam. Practical Public Relations. London: Sir Isaac Pitman and Sons, LTD., 1966, pp. 222-23.

TABLE 2

THE PUBLIC RELATIONS DEFINITION

by Dr Rex F Harlow

A Working Definition

Public relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organisation and its publics: involves the management of problems or issues: helps management to keep informed on and responsive to public opinion: defines and emphasises the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilise change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication techniques as its principal tools.

A Description-Definition

1 Public relations is a specialised body of knowledge, skills and methods.

2 It is a management function which deals with the relations between two or more organisations or publics, both national and international, producing the kind of relations desired or used by those organisatons or publics.

3 Public relations activities are carried on by practitioners, who serve many types of organisations and publics, such as business, government, finance, labour, education, scientific, trade and professional organisations, special interest groups, racial and sex groups, customers, stockholders, employees, suppliers, opinion leaders, cultural groups, and others.

4 The public relations practitioner, seeking to serve the public interest, is aware of the influence of public opinion on decision-making and decisions, and counsels and communicates in the following ways:

a Serves as a two-way conduit between an organisation and the public.

b Makes an effort to project not only what the organisation is but also what it has been and is becoming, by interpreting it to the public in terms that people can understand and interpreting the public to members of the organisation in terms they can understand.

c Researches the organisation's relations needs, as well as the attitudes held by its publics, recommends a policy and a programme to meet them, and measures the effectiveness of the policy and programme.

d Seeks to build and maintain favourable recognition of the organisation by establishing an interchange of information between the organisation and its publics on the social, political, economic and other important forces in our society, depending on feedback from the public for guidance.

e Suggests adjustment of the organisation's behaviour to meet the social, political and economic responsibility and the needs created by shifting human standards and attitudes, as research indicates.

(Continued)

f Strives to anticipate and correct false impressions and respond appropriately to criticisms of the organisation.

g Sees that meaningful relations are maintained with the government and that legislation and regulations affecting the organisation are reported to management and suggestions are made for dealing with them.

h Conducts research on the public's attitudes, especially of audiences that are important to the organisation, and informs management of the attitudes found.

i Tries to help the organisation demonstrate a keen sense of social responsibility along with profit responsibility.

j Assists members of the organisation to speak clearly and forthrightly in all public contacts when presenting facts and viewpoints.

k. Helps management read the signs of the times correctly, apply them constructively, and think in terms of change.

l Uses as important tools public opinion and other forms of research, the principles, methods and research findings of the social sciences, visual, written and spoken presentations in the press, the radio, TV and film tape.

m Serves as a part of management, either as an internal staff member or officer or as an external professional counselor or consultant.

Editor's Note

This description of public relations practice by the veteran public relations professional, Dr Rex Harlow of San Francisco, USA, emphasises the full breadth of the field covered by public relations practice as recognised by IPRA.

FROM: A Model for Public Relations Education for Professional Practice, IPRA Gold Paper #4, January 1982.

TABLE 3

CODE OF PROFESSIONAL STANDARDS FOR THE PRACTICE OF PUBLIC RELATIONS

This Code, adopted by the PRSA Assembly, replaces a similar Code of Professional Standards for the Practice of Public Relations in force since 1954 and strengthened by revisions in 1959, 1963 and 1977.

Declaration of Principles

Members of the Public Relations Society of America base their professional principles on the fundamental value and dignity of the individual, holding that the free exercise of human rights, especially freedom of speech, freedom of assembly and freedom of the press, is essential to the practice of public relations.

In serving the interests of clients and employers, we dedicate ourselves to the goals of better communication, understanding and cooperation among the diverse individuals, groups and institutions of society, and of equal opportunity of employment in the public relations profession.

We pledge:

To conduct ourselves professionally, with truth, accuracy, fairness and responsibility to the public;

To improve our individual competence and advance the knowledge and proficiency of the profession through continuing research and education;

And to adhere to the articles of the Code of Professional Standards for the Practice of Public Relations as adopted by the governing Assembly of the Society.

Articles of the Code

These articles have been adopted by the Public Relations Society of America to promote and maintain high standards of public service and ethical conduct among its members.

1. A member shall deal fairly with clients or employers, past and present, with fellow practitioners and the general public.

2. A member shall conduct his or her professional life in accord with the public interest.

3. A member shall adhere to truth and accuracy and to generally accepted standards of good taste.

4. A member shall not represent conflicting or competing interests without the express consent of those involved, given after a full disclosure of the facts; nor place himself or herself in a position where the member's interest is or may be in conflict with a duty to a client, or others, without a full disclosure of such interests to all involved.

5. A member shall safeguard the confidences of both present and former clients or employers and shall not accept retainers or employment which may involve the disclosure or use of these confidences to the disadvantage or prejudice of such clients or employers.

6. A member shall not engage in any practice which tends to corrupt the integrity of channels of communication or the processes of government.

7. A member shall not intentionally communicate false or misleading information and is obligated to use care to avoid communication of false or misleading information.

8. A member shall be prepared to identify publicly the name of the client or employer on whose behalf any public communication is made.

9. A member shall not make use of any individual or organization purporting to serve or represent an announced cause, or purporting to be independent or unbiased, but actually serving an undisclosed special or private interest of a member, client or employer.

10. A member shall not intentionally injure the professional reputation or practice of another practitioner. However, if a member has evidence that another member has been guilty of unethical, illegal or unfair practices, including those in violation of this Code, the member shall present the information promptly to the proper authorities of the Society for action in accordance with the procedure set forth in Article XIII of the Bylaws.

11. A member called as a witness in a proceeding for the enforcement of this Code shall be bound to appear, unless excused for sufficient reason by the Judicial Panel.

12. A member, in performing services for a client or employer, shall not accept fees, commissions or any other valuable consideration from anyone other than the client or employer in connection with those services without the express consent of the client or employer, given after a full disclosure of the facts.

13. A member shall not guarantee the achievement of specified results beyond the member's direct control.

14. A member shall, as soon as possible, sever relations with any organization or individual if such relationship requires conduct contrary to the articles of this Code.

FROM: Northart, Leo, ed., 1981 PRSA Handbook. New York: PRSA, March 1981.

TABLE 4

THE "SECRET SOCIETIES" OF PUBLIC RELATIONS

THE WISE MEN (Also called THE GROUP)

W. C. Barlow, Partners for Growth
Sylvan Barnet, VP-PR, Am. Airlines
Harold Brayman PRD Du Pont (ret.)
Howard Chase, chmn. Ptnrs. for Growth
Emery N. Cleaves, Ptnrs. for Growth
*James Cope, chmn. Selv.&Lee/Edw.How.
Virgil B. Day, VP, General Electric
Wm. A. Durbin, exec VP, Hill & Know.
Milton Fairman, Editor, PR Journal
John L. Fleming, VP-PR, Alcoa
John A. Ford, VP-PR, Chrysler
James F. Fox, James F. Fox, Inc.
Wm. J. Gaskill, pres. T. J. Ross
Bert C. Goss, chmn. Hill & Know.
George Hammond, chmn. C. Byoir
Howard F. Harris, PRD, Corn Prod.
R.O. Hawkanson, VP-PR US Steel
John W. Hill, founder, H&K
H.W. Hopwood, PRD, Repub. Steel
James W. Irwin, Northfield, Ill.
Karryn King, VP, Texaco
Wm. T. Lane, VP, Carrier Corp.
John C. Long, Princeton, N.J.
Lauren Lyman, Untd. Aircraft (ret.)
Farley Manning, F. Manning Assocs.
Donald B. McCammond, VP-PR Am. Can
Wm. H. McCaughey, sr VP-PR, NAM
Admiral H.B. Miller, Hofstra Univ.
Frank Murphy, VP, United Aircraft
W.H. Neff, asst-pres. Untd. Airlines
Joseph T. Nolan, VP-PR, Chase Manh
John H. Page, VP, Int'l Nickel
Glen Perry, Du Pont (ret.)
T. W. Phelps-Scudders, Stevens&Clark
T.F. Robertson, PRD, East. Kodak
T. J. Ross, T. J. Ross & Assocs.
W.S. Stevenson, VP, 1st. Nat'l City
Walter Straley, VP, AT&T
F. Waltman, Phil.Pa./W.Weston, Sun Oil Co./ Dr. John Riley, Equi. Lif

PUBLIC RELATIONS SEMINAR (1969 attendees)

Edward C. Ames, VP-PR, Owens-Illinois
H.E. Arnsdorf, VP-PR, Prudential Ins.
R.A. Assling, VP-PR, General Foods
H.B. Bain, PRD, Amer. Meat Inst.
J.V. Baker, J.V. Baker Assocs.
*W.C. Barlow, Partners for Growth
*J.C. Bateman, pres., Ins. Info. Inst.
Leone Baxter, Whitaker & Baxter
†J.G. Bennett, A/E, Carl Byoir
J.H. Bivins, VP-PA, Am. Pet. Inst.
R.L. Bliss, R.L. Bliss & Co.
R. Borwick, sr VP, Newmyer Assocs.
E.N. Brandt, PRD, Dow Chemical
H. Brayman, cons., Wilmington, Dela.
H.M. Brown, PRD, Continental Can
W.C. Burk, PRM, Santa Fe Rwy.
J.F. Campbell, PRD, Raytheon
D.H.E. Carlson, VP, Ford (Canada)
†Allen Chellas, DPA, Newsweek
*Emery Cleaves, Partners for Growth
†H.W. Cloke, VP-PR, No. Amer. Rockwell
Wm. W. Cook, Dir. Pub. Comm. US Steel
F.L. Cooper, VP-PR, N.Y. Life Ins.
James Cope, chmn. Selv. & Lee E. How.
R.S. Cramer, dir. corp. rel. Tishman
P.B. Cullen, AVP, Aetna Life
A.C. Daniels, VP, Inst. of Life Ins.
†R.W. Darrow, pres. Hill and Knowlton
Ovid R. Davis, VP, Coca-Cola
E.E. Dowell PRD, Metal Mining div., Kennecott Copper
L.R. Dowell, VP-PR, Wyandotte Chem.
*Milton Fairman, Edit. PR Journal
R.L. Fegley, mgr. public issues, General Electric
†R.E. Fitzgibbon, AVP-PR, Texaco
R.J. Fitzpatrick, PRD, Texas Eastern Transmission Corp.
*John A. Ford, VP-PR, Chrysler
*D.J. Forrestal, PRD, Monsanto
†A.H. Forster, AVP, Armstrong Ck.
James A. Fox, pres., J.A. Fox
S.H.W. Fyfe, PRM, Imperial Oil
W.J. Gaskill, pres., T.J. Ross
†I.R. Glick, pres. Glick & Lorwin
L.L. Le Golden, Saturday Review
*Bert C. Goss, chmn., H&K
C.R. Ramon PRD, Morton Int'l.
*G.W. Griffin Jr., VP-PR, GT&E
Mrs. Danny Griswold, PR News
R.P. Gros, VP-PR, Pacific Gas
†R.J. Gualich, VP-PR, Mont.-Ward
George Hammond, chmn., C. Byoir
*H.F. Harris, PRD, Corn Products
Quentin Harvell, exec. dir. PRSA
R.O. Hawkanson, VP-PR US Steel
W.P. Headden, PR adv. St. Oil NJ
†Lee Hirst, PRD, Sperry & Hutch.
*Caroline Hood, VP, Rock. Center
H.W. Hopwood, PRD, Repub. Steel
R.E. Huchidgson, VP-PR, Falstaff
James W. Irwin, Northfield, Ill.
E. Jones, Gardner, Jones & Cowell
†H.G. Kettle, VP-PR, Massey-Ferg.
Karryn King, VP, Texaco
Cleveland [illegible]ne, PRD, Goodrich-Gulf
J.F. Langt[illegible], VP, Bank of Amer.
†Wm. Lashle[illegible], VP, PR-Adv. Penn. Cen.
*G.A. Lawrence, MPA, Esso Chemical
*R.C. Lawrence, VP, Continental Oil
Ivy Lee Jr., Ivy Lee Jr. & Assocs.
Ed Lipscomb, Nat'l Cotton Council
†Edw. Littlejohn, DPA, Chas. Pfizer
†W.A. Logelin, VP, Amsted Indus.
B.S. Lorwin, VP, Glick & Lorwin
*W.A. Lydgate, chmn., Earl Newsom
D.T. Martin, AVP, Sea Board RR
D.M. McCammond, VP, Amer. Can
J.F. Modrall, cons., Eli Lilly
J.F. Moynahan, John Moynahan & Co.
John K. Murphy, Swarthmore, Pa.
A.G. Newmyer Jr., Newmyer Assocs.
Osgood Nichols, O. Nichols Assocs.
A. Northwood Jr., mgr., chem. PR, Shell Chemical Co.
W.C. Parker, DPI, Campbell Soup
J.M. Patterson, PRD, Amer. Oil
*J.D. Paulus, VP, Alleg. Ludlum
*Glen Perry, cons., Earl Newsom
†J.E. Pitt, PRD, Time Inc.
S.F. Potter, MA, Amer. Pat. Inst.
*C. Reinke, PRM, DuPont of Canada
†D.W. Rich Jr., Commun. Services.
*T.F. Robertson, PRD, East. Kodak
H.T. Rockwell, pres., Jones, Brakeley & Rockwell
*G.F. Roll, Smith, Kline & French
R.A. Sandberg, VP, Kaiser Alum.
†Stewart Schackne, New York, N.Y.
T. F. Scoggins, PRM, Getty Oil
†S.A. Shaddix, Dir., corp PR, Procter & Gamble
*W.G. Shain, PRM, Atlantic Rich.
T.R. Sills, pres. T.R. Sills Inc.
Howard Skidmore, VP, C&O/B&O Rwy.
†F.T. Solon Jr. VP, Johns-Manville
Sherman Stambaugh, DPI, Celanese
T.W. Stephenson, PRD, E.I. DuPont
*W.S. Stevenson, VP-PR, First National City Bank, N.Y.
†J.T. Torrearine, VP, Pitney-Bowes
*J.T. Verstraete exec PRD, Ut
C.B. Wade Jr., VP, R.J. Reynolds
Franklyn Waltman, Philadelphia
*Bruce Watson, Bruce Watson C[illegible]
[illegible].H. Weile[illegible], PRD, Chas. Pfizer
[illegible] Weisberger, PRD, [illegible] Stl.
*[illegible]. Wendell, APRD, E.I.Du[illegible]nt
*W. Weston, PRD, Sun Oil Co
[illegible] Whiteman, fin PRM, G.E.T.
H.S. Wilson, PRM, Stan. Oil (N.J)
F.B. Wolcott Jr., Wolcott, Carlson
K[illegible] Wood, AVP, Amer. Tel. & Tel
*[illegible]. Wright, ret. VP, [illegible] RR
Kenneth Youel, Youel, Phillips
†Charles H. Zunah, dir., corp PR, Ethyl Corp.

*Executive committee †did not attend in 1968 PRD=PR Director PA=Public Affairs PI=Public Information M=Manager A=Assistant

1968 attendees who did not attend in 1969:

Phelps H. Adams, VP-PR US Steel (ret.)
W.S. Adamson, W.S. Adamson Assocs.
J.E. Canaday, PRC, Lockheed Air.
Melva Chesrown, Chesrown Organization
R.F. Crawford, PRD, Armco Steel
George Crowson, Chicago, Ill.
Wm. Dinsmore, Wm. Dinsmore Assocs.
Kalman Druck, Harshe-Rotman&Druck
J.L. Dupree, sr VP, Ruder&Finn
Wm. Durbin, exec. VP, H&K
Robert G. Eagan, Mgr.PR, P&G
Sydney Eiges, VP, NBC
R.S. Eisenhauer, VP-PR, Textron
G.H. Freyermuth, San Francisco
M.S. Hauser, MPR, Marathon Oil
T.P. Hunter, VP, Irving Trust
H.L. Jackson, PRD, Lubrizol
S.E. Korsen, PRD, Bordan
Burns W. Lee, Bergen & Lee
E. I. Maher, Bus.-Indus. Pol.Acm.
C.G. Massoth, PRD, Ill. Cent. RR
T.H. Macks Jr., VP-PR, Ford
Sydney W. Morrell, S. Morrell&Co.
Hale Nelson, VP, Ill. Bell Tel.
[illegible].H. Schuh, assoc. and dir., Fred Rung. Assocs., Princeton
Humphrey Sullivan, PRD, Lever
J.I. Thacher, asst.exec.dir.CARE
Craig Thomson, PRD, Gulf Oil
Robert J. Wood, pres., Carl Byoir & Assocs.
Mrs. Sally Woodward, Tarrytown, NY

THE PUBLIC RELATIONS SOCIETY: NEW YORK

Howard Allen, pres. Howard Allen
Richard Assling, VP-PR, Gen'l Foods
Wm. Baker, Wilson, Haight & Welch
A.H. Beamish, Beamish & Assocs.
Robert Bliss, Bliss Assocs.
J. Brady, Hospital Bureau
Averell Broughton, Consultant
Ralph Bugli, The Bugli Co.
D. Campbell, VP-PR, NY Cent. Rwy.
Howard Chase, Partners for Growth
A.M. Crossley, Princeton, N.J.
A.C. Daniels, Manhasset, N.Y.
Thomas Deegan, Thomas Deegan Co.
Wm. Dinsmore, Dinsmore Assocs.
J.E. Drew, San Francisco
Milton Enzer, A/E, Bugli Co.
Milton Fairman, Edit., PR Journal
Peter Finney, P. Finney Advtg.
R. Fitzgibbon, AVP-PR, Texaco
W.E. Foltz, AVP, N.Y. Telephone
Chas. Fry, PRD, West. Elec.
G.H. Furgurson, Farley Manning
C. Gillette, exec VP, NY Conv. Bur.
Gordon Gilmore, VP, YMA
Jack Gow, VP, GAF Corp.
R. Guylay, Kings Point, N.Y.
K.R. Honaman, bus. consultant
R.W. Ingram, PRD, Flintkote
Stephen Korsen, PRD, Bordan
Milton Kramer, VP, Hertz
R. Lawrence, VP, Continental Oil
Wm. Lydgate, chmn., Earl Newsom
Donald Lynch, PRD, Chirurg&Cairns
J.L. MacWithey, PRD, Bristol Myers
Ralph Major, VP, Arthur Schmidt
D.C. McCarthy, Mobil Oil
W.H. McCaughey, sr VP-PR, NAM
John Moynahan, Moynahan & Co.
H. Obermeyer, Simsbury, Conn.
George Oslin, Westfield, N.J.
C.F. Overton, PRD, Stone&Webster
W.C. Parker, DPI, Campbell Soup
D. Quinlan, PRD, Squibb-BeechN
W.P. Raines, PRD, Johns-Manville
C.B. Reeves, North Stamford, Ct.
C.W. Rice, adv.-Prom. Am.Cyanamid
H.A. Richmond, Devine, Baldwin, Wil.
R.L. Robertson, PRD, Boy Scouts
R.W. Ryan, New Milford, Conn.
E.C. Sandmeyer, Corp. Intell.
John Sattler, PRD-Prog., Ford
H.K. Schauffler, Nat'l Frz. Fd.
C.W. Schmidt, VP, Bowery Svgs.
J.A. Schultz, AVP-PR, Amer. RR
J. Shanahan, VP-PR, Lew's Htl.
J.H. Shaw, Fla. State Univ.
Charles Speaks, cons.
S. Stambaugh, DPI, Celanese
Du Pont Street, N.Y.C.
K.A. Strickland, JC, Amer. Exp.
H. Sullivan, PRD, Lever Bros.
V.B. Thorn, PRD, GM Acceptance
J.O. Trudeau, exec VP, Ayle As.
Max Ulrich, VP, Con Ed
S. Valmy, PRD, Colgate-Palmolive
Allen Wagner, White Plains, NY
Clement Wyle, Wyle Assocs.

SHOP TALK (Companies are members. One or two principals or officers may attend.)

Burson-Marsteller
Carl Byoir & Associates
Dudley-Anderson-Yutzy
Edward Gottlieb & Assocs.
Harshe-Rotman & Druck
Hill and Knowlton
Farley Manning Associates
John Moynahan & Co.
Partners for Growth
T.J. Ross and Associates
Ruder & Finn
[illegible]

PRICE AND ALARM

Richard Assling, VP-PR, Gen'l Foods
Walter Barlow, Partners for Growth
Alan Bell, chmn., Bell & Stanton
Robert Bliss, Bliss Assocs.
Harold Burson, Burson-Marsteller
Melva Chesrown, Chesrown Org.
Charles Coates, consultant
Wm. W. Cook, U.S. Steel
Kalman Druck, Harshe-Rotman&Druck
Wm. Durbin, exec VP, H&K
Mabel Flanley, Flanley & Woodward
James Fox, Pres., James A. Fox
Wm. Gaskill, pres., T.J. Ross
G. Hammond, chmn., Carl Byoir
Wm. Lydgate, chmn., Earl Newsom
Farley Manning, F. Manning
John Moynahan, J. Moynahan
Osgood Nichols, O. Nichols.
C. Edward Pridray, cons.
W.S. Stevenson, Citibank
Bruce Watson, B. Watson
Sally Woodward, Flanley & Woodward

PR COUNSELORS ROUNDTABLE (CHICAGO) (Companies are members. Principal attend.)

Beveridge, Fenney & Bennett
Financial Relations Board
Herbert M. Kraus & Co.
Weis Organization
Aaron D. Cushman & Assocs.
Gardner, Jones & Cowell
Public Communications Inc.
Donald Young Associates
Daniel J. Edelman Inc.
Harshe, Rotman & Druck
Public Relations Board
Drucilla Handy Co.

FROM: O'Dwyer, Jack. O'Dwyer's Newsletter. Sept. 10, 1969, p. 3.

TABLE 5

First PRSA Officers

Chairman of the Board: Earle Ferris

President: Virgil L. Rankin

Vice Presidents: Averell Broughton (Eastern)
Conger Reynolds (Central)
Edgar Waite (Western)
Maxwell Benson (Southern)
Lee Trenholm (Canada)

Treasurer: Paul Haase

Executive Committee: Holmer Calver, Howard Chase, E. A. Cummingham, Martin Dodge, Allan Herrick, C. Edward Pendray

Chairmen (Standing Committees): Verne Burnett (Professional Standards)
Rex Harlow (Educational)
Marvin Murphy (Eligibility)

FROM: Rankin, Virgil L. "Public Relations Society of America." Public Relations Journal, March 1948, page 11.

TABLE 6

First Board of Directors Members

Nelson Aldrich, Kennicott Copper, Salt Lake City
Dwight Anderson, New York State Medical Society, New York
William H. Baldwin, Baldwin and Mermey, New York
J. Raymond Bell, Donahue and Company, New York
Vilas J. Boyle, Phoenix
Sallie Bright, National Publicity Council for Health and Welfare Service, New York
Russell G. Creviston, Crane Company, Chicago
George M. Crowson, Illinois Central System, Chicago
Pendleton Dudley, New York
Clyde Edmondson, Redwood Empire Association, San Francisco
Milton Fairman, The Borden Company, New York
Hazel R. Ferguson, Butler Brothers, Chicago
Samuel D. Fuson, Kudner Agency, New York
Paul Garrett, General Motors Corp., New York
Don E. Gilman, Western Oil and Gas Co., Los Angeles
L. Richard Guylay, New York
Richard B. Hall, Washington, D.C.
William R. Harshe, W. R. Harshe and Assoc., Chicago
Robert S. Henry, Assoc. American Railroads, Washington, D.C.
Hester Hensell, Overseas Press Club, New York
James W. Irwin, James W. Irwin and Assoc., New York
Holgar J. Johnson, Institute of Life Insurance, New York
L. E. Judd, Goodyear Tire and Rubber Co., Akron, Ohio
Irene Kuhn, National Broadcasting Co., New York
Alfred McClung Lee, Wayne University, Detroit
Lee Lyles, Atchison, Topeka and Santa Fe Railroad System, Chicago
Everett T. Marten, New York
Raymond C. Mayer, New York
J. Carlisle MacDonald, United States Steel, New York
William H. McGaughey, Automobile Mfrs. Assn., Detroit
Frank McLaughlin, Puget Sound Power and Light Co., Seattle
Julie Medlock, New York
Raymond W. Miller, Public Relations Research Corp., Washington, D.C.
Emily S. Nathan, New York
Henry E. North, Metropolitan Life Insur. Co., San Francisco
Robert S. Peare, General Electric Co., Schenectady, New York
Mary Pentland, New York
John E. Pickett, The Pacific Rural Press, San Francisco
Frank Reagan, Pacific Tel and Tel. Co., San Francisco
Wilmot Rogers, California Packing Corp., San Francisco
Ed Thomas Geyer, Newell and Ganger, Inc., New York
Franklyn Waltman, Sun Oil, Philadelphia
Ray Wiser, California Farm Bureau Federation, Berkeley, California

FROM: Rankin, Virgil L. "Public Relations Society of America." Public Relations Journal, March 1948, page 12.

TABLE 7

First AMPRO Officers

President: Harold S. Rand, public relations officer and deputy commissioner of commerce, Rochester, New York

Public Relations Director: Alvin Gardner, Teaneck, New Jersey

Director of Information: David Apter, Los Angeles, California

Vice Presidents: Martin R. Haley, public relations director, St. Paul, Minnesota
David R. McGuire, Jr., director of public relations, New Orleans, Louisiana

Secretary-Treasurer: Eric Carlson, New York

Executive Director: Henry Davis Nadig, New York

Governing Board Members: Edward T. Beall, public relations officer, Norfolk, Virginia
Winfield Best, director of public relations, American Municipal Assoc., Chicago, Illinois
Frank E. Feliz, assistant to general manager, San Francisco Bay Area Council
Melvin R. Freeman, public relations manager, National Fire Protection Association, Boston, Massachusetts
William Sylvester, public relations officer, Department of Public Works, New York City

FROM: "Municipal Public Relations Officers Form New Association," Public Relations Journal, August 1949, p. 18.

TABLE 8

First Railroad Public Relations Association Officers

President: J. B. Shores, Dallas, Texas

Regional Vice President of the East: George C. Frank, Cleveland, Ohio

Regional Vice President for the West: Gilbert H. Kneiss, San Francisco, California

Regional Vice President for the South: B. E. Young, Washington, D.C.

Secretary-Treasurer: J. Don Parel, Washington, D.C.

(ALL officers except Mr. Parel are PRSA members.)

FROM: "Railroad PR Group Formed," Public Relations Journal, November 1952, p. 30.

TABLE 9

Current Railroad Public Relations Association Membership List

Active Membership Groups:

Amtrak
Association of American Railroads
Atchison, Topeka and Santa Fe Railway
Bangor and Aroostook Railroad
Bessemer and Lake Erie Railroad
Boston and Maine Railroad
Burlington Northern, Inc.
Burlington Northern Railroad
Canadian National
Canadian Pacific
Chessie System
Chicago, Milwaukee, St. Paul and Pacific Railroad
Chicago and North Western Transportation Co.
Consolidated Rail Corporation
CSX Corporation
The Family Line Rail System
French National Railroads
Fruit Growers Express Co.
German Federal Railroad
Illinois Central Gulf Railroad
Kentucky and Indiana Terminal Railroad
Missouri Pacific Railroad
"Modern Railroads Rail Transit"
Norfolk and Western Railway
Pittsburgh and Lake Erie Railroad
"Progressive Railroading"
Railway Progress Institute
Simmons-Boardman Publishing Corp.
Southern Pacific Transportation Co.
Southern Railway System
Texas Railroad Association
"Trains"
Union Pacific Railroad
Western Railroad Association

Associate Membership Groups:

Abex Corporation
ACF Industries, Inc.
American Standard, Inc.
American Telephone and Telegraph Co.
Amsted Industries, Inc.
Joseph V. Baker Associates, Inc.
The Budd Co.
Coudal and Associates
Fletcher - Barnhardt & White, Inc.
FMC Corporation
General Electric Co.
General Motors Corp.
Interway Corporation
Itel Corporation
W. B. Moats & Associates
National Safety Council
North American Car Corporation
Portec
Rail Car Corporation
Thrall Car Manufacturing Co.
Trailer Train Co.
Unarco Industries, Inc.
Union Switch and Signal Division
Vapor Corporation
Westinghouse Air Brake Co./American Standard, Inc.

FROM: Railroad Public Relations Association Membership List. n.p.: Washington, DC, 1981.

INTERNATIONAL/FOREIGN PUBLIC RELATIONS ASSOCIATIONS

(Source: International Public Relations Association)

INTERNATIONAL PUBLIC RELATIONS ASSOCIATION (IPRA)
49 Wellington Street, Covent Garden, London, Great Britain WC 2 8BN
Tel: 01-836 4046. Telex: 8811836

EUROPEAN FEDERATION OF PUBLIC RELATIONS (CERP)
12, Avenue du Rond-Point, B-1330 Rixensart, Belgium. Tel: (02) 53.52.39

FEDERATION OF AFRICAN PUBLIC RELATIONS ASSOCIATIONS (FAPRA)
c/o Jesse Opembe, PO Box 54300, Nairobi, Kenya. Tel: 29188

FEDERATION OF ASIAN PUBLIC RELATIONS ORGANISATIONS (FAPRO)
Federation of Asian Public Relations Organisations (FAPRO): c/o Virgilio Q Pantaleon, 25 Fordham Street, White Plains, Quezon City, Philippines. Tel: 792558 & 797739

INTER-AMERICAN FEDERATION OF PUBLIC RELATIONS ASSOCIATIONS (FIARP)
Apartado de Correos 50-359, Caracas, 105, Venezuela

PAN PACIFIC PUBLIC RELATIONS FEDERATION (PPPRF)
c/o Esko K Pajasalmi, PRESKO, GPO Box 1651, Bangkok, Thailand

PUBLIC RELATIONS CONSULTANTS ASSOCIATION (PRCA)
Public Relations Consultants Association: 37 Cadogan Street, Sloan Square, London, SW3 2PR. Tel: 01-581 3951

ARAB REPUBLIC OF EGYPT	Arab Public Relations Society (APRS), 15, Emad El-Din Street, Box 821, Cairo. Tel: 911819/900257
ARGENTINA	Public Relations Association of Argentina (AARP), Avenida de Mayo 1157, piso 1°, Buenos Aires, Republic of Argentina. Tel: 37-0061
AUSTRALIA	Public Relations Institute of Australia (PRIA), Box 90, Glenside, South Australia 5065
	PRIA (New South Wales): PO Box 868, Sydney 2001, Australia. Tel: (02) 929 5333. Unit 6, 263 Alfred Street, North Sydney, NSW, Australia
	PRIA (South Australia), Box 90, Glenside 5065
	PRIA (Victoria), Box 26, North Fitzroy 3068
	PRIA (Queensland), Box 1825, Brisbane 4001
	PRIA (Western Australia), 87 Moreing Road, Attadale 6156
	PRIA (Tasmania), Australia Post, Box 1638, Hobart 7001
BELGIUM	Centre Belge des Relations Publiques (CBRP), 9, Rue des Petits Carmes, Bruxelles 1000. Tel: (02) 511.26.80. Belgian Institute for Information and Documentation: 3, Rue Montoyer, B-1040 Bruxelles
BOLIVIA	Asociacion Boliviana de Relaciones Publicas, Yolosa No 1.530, Villa Fatima, La Paz
BRAZIL	Public Relations Association of Brazil (ABRP), Rua Augusta 2676, 18°/conj 184,01000 Sao Paulo. Tel: 282-8397
CANADA	Canadian Public Relations Society Inc (CPRS), Suite 640, 220 Laurier Avenue W, Ottawa KIP 5Z9, Ontario. Tel: 613-232-1222
CHILE	Chilean Institute of Public Relations (CIPR), Moneda 1160 piso 11°, Santiago de Chile. Tel: 89554
REPUBLIC OF CHINA	Chinese Public Relations Association (CPRA), House 1, Lane 3, Linyi Street, Taipei
COLOMBIA	Colombian Society of Public Relations (SCRP), Apartado Aéreo 29572 Bogota
COSTA RICA	Asociacion Costarricense de Relaciones Publicas, Apartado No 6.6.4, San Jose
DENMARK	Dansk Public Relations Klub, Kattesundet 4, DK-1458 Copenhagen K. Tel: (01) 14 11 28
ECUADOR	Public Relations Association of Ecuador (AERP), Casilla 6193, Guayaquil
FINLAND	Finnish Association of Organizational Communicators: Lahnaruohontie 2 A 3, 00200 Helsinki 20, Finland. Tel: (90) 670-730
FRANCE	Union des Associations Francaises de Relations Publiques (AFREP—UNION): 6 rue de Teheran, F-75008 Paris, France. Tel: 227 11 13
	Federation Francaise des Relations Publiques: 176, avenue Charles de Gaulle 92200 Neuilly. Tel: 747 12 80
	le Syndicat National des Conseils en Relations Publiques: 13, rue du Cherche-Midi 75006 Paris. Tel: 544 70 10
	le Syndicat National des Attaches de Presse: 132, rue du faubourg Poissonniere 75010 Paris. Tel: 878 52 61

(Continued)

	l'Union National des Attaches de Presse et des Professionnels de la Communication: 65, rue d'Amsterdam 5008 Paris. Tel: 874 08 59
	l'Union des Journaux et Journalistes d'Entreprise de France: 5, avenue de l'Opera 75001 Paris. Tel: 260 47 05
	le Syndicat National des Professionnels de l'Information et de la Communication des Entreprises et Collectivities: 30, rue Gramont 75002 Paris. Tel: 256 40 00
FED. REPUBLIC OF GERMANY	Deutsche Public Relations Gesellschaft E V (DPRG), 5 Koln, Rudolf-Platz 9
GHANA	Public Relations Association of Ghana (PRAG), Box 6475, Accra
GREAT BRITAIN	The Institute of Public Relations (IPR), 1 Great James Street, London WC1N 3DA. Tel: (01) 405 5505
GREECE	Hellenic Public Relations Society, 13 Pindarou Street, G—Athens 136. Tel: 638 879
HONG KONG	Public Relations Association of Hong Kong, Limited (PRAHK), Box 1264, Hong Kong
REPUBLIC OF INDIA	Public Relations Society of India (PRSI): c/o Godrej Bhavan (3rd Floor), Mathura Road, New Delhi 110 065, India
INDONESIA	Public Relations Association of Indonesia (PERHUMAS), Gedung PP, Tingkat 11, M H Thamrin 57 Jakarta Pusat. Box 2702/Jkt Jakarta. Tel: 346645/349958
IRAN	Public Relations Society of Iran (PRSI), Ziba Building, 225 Sa'adi Avenue, (North). Box 692, Teheran
IRELAND	Public Relations Institute of Ireland (PRII), c/o Miss Gladys MacNevin, 50 Waterloo Road, Dublin 4
ISRAEL	Israel Public Relations Association: 16 Hameyasdim Street, POB3320, Jerusalem, Israel. Tel: 02-634945. Telex: 32139 BATAM-IL
ITALY	Federazione Italiana Relazioni Pubbliche (FERPI), Palazzo del Toro, Corso Vittorio Emmanuelle 376-Milano 20122, and Via Filippo Corridoni 6, Rome
JAPAN	Public Relations Society of Japan (PRSJ), Isehan Building, 3-7, Ginza 8-chome, Chuo-ku, Tokyo 104. Tel: 572-1267
KENYA	Public Relations Society of Kenya (PRSK), Box 30123, Nairobi
LEBANON	The Lebanese Public Relations Association (LPRA), c/o Middle East Business Services & Research Corporation, Box 2400 Beirut
MALAYSIA	Institute of Public Relations, Malaysia (IPRM), Box 636 Kuala-Lumpur
MEXICO	Mexican Association of Public Relations (AMRP), Avenida Bajo California 245, 8°, piso 804, Mexico 11-DF. Tel: 564-61-30
NETHERLANDS	Nederlands Genootschap voor Public Relations (NGPR), Raamweg 44, The Hague. Tel: (070) 46.70.49
NETHERLANDS ANTILLES	Netherlands Antilles Public Relations Association (NAPRA), Box 777, Curacao
NEW ZEALAND	Public Relations Institute of New Zealand (PRINZ), Box 10-086 Wellington
NIGERIA	Nigerian Institute of Public Relations (NIPR), Box 6103 Lagos
NORWAY	Norwegian Public Relations Society (NPRS): Wdm Thranes gt 83, Oslo 1, Norway. Tel: (02) 37 19 01
REPUBLIC OF PANAMA	Panamanian Association of Public Relations Professionals (APPRP), Apartado 4431, Zone 5, Panama
PARAGUAY	Paraguayan Association of Public Relations Professionals (APPRP), Oliva y 14 de Maya, 8° piso, Asuncion. Tel: 41285/43548
PERU	Federacion Peruana de Relacionistas (FEPER): Avenida Republica de Chile 324, Of. 802, Jesus Maria, Lima 11, Peru. PO Box 791, Lima 100, Peru
PHILIPPINES	Public Relations Society of the Philippines: 1632 Indiana St., Malate, Manila, Metro Manila, The Philippines. Tel: 50 51 49
PORTUGAL	Sociedada Portugesa de Relacoes Publicas: Av Casal Ribeiro 48 6o, Lisbon 1000, Portugal
RHODESIA	Rhodesian Institute of Public Relations (RIPR), Box 3895 Salisbury
SINGAPORE	Institute of Public Relations of Singapore (IPRS), Box 3800 Singapore
SPAIN	Agrupacion Espanola de Relaciones Publicas (AERP): Valencia 273 entlo Dtha, Barcelona 9, Spain. Tel: 215 49 08
	Asociacion Nacional de Tecnicos en Relacions Publicas (formerly CE-NERP), Eurobuilding, Juan Ramon Jiminez, 8, Madrid 16. Tel: 457.91.94
REPUBLIC OF SOUTH AFRICA	Public Relations Institute of South Africa (PRISA): Rennie House, Ameshoff Street, Braamfontein, 2001 Johannesburg. Mailing Address: PO Box 31390, Braamfontein 2017, Transvaal. Tel: 724 3091 and 724 6379
SWEDEN	Swedish Public Relations Association (Sveriges PR Forening), Stureplan 4, S-114 35 Stockholm. Tel: (08) 83.97.49
SWITZERLAND	Schweizerische Public Relations Gesellschaft (SPRG): Sekretariat, Hallwylstr 48, CH 3000 Bern 6. Tel: (031) 44 83 33
TANZANIA	Public Relations Association of Tanzania (PRAT), Box 1246, Dar-Es-Salaam
TRINIDAD & TOBAGO	Public Relations Association of Trinidad and Tobago, Box 1230, Trinidad W1
TURKEY	Public Relations Association of Turkey, Husref Gerede Cad No 128/2, Erbil Apt-Tesvikiye, Istanbul. Tel: 402964 473724
URUGUAY	Uruguayan Association of Public Relations (AURP), San José 1280, escritorio 4, Uruguay. Tel: 912938
VENEZUELA	Public Relations Association of Venezuela (ARPV), Edificio Centro Villasmil-8° piso, No: 802-Esquina Puente Victoria, Caracas. Apartado Postal 50705
ZAIRE	Zaire Centre for Public Relations (CEZAREP): 3 Avenue Kitona Zone, Gombe, BP 7277, Kinshasa 1. Tel: 26292
ZAMBIA	Public Relations Association of Zambia (PRAZ), Box 90, Lusaka
ZIMBABWE	Zimbabwe Institute of Public Relations (ZIPR): PO Box 445, Salisbury

FROM: Northart, Leo, ed., "1981 PRSA Handbook," for PRSA: New York, 1981, pp. 70-71.

TABLE 11

PAST PRESIDENTS' COUNCIL

The Past Presidents' Council is made up of the Past Presidents and Past Chairmen of PRSA and the Past Presidents of APRA which was merged with PRSA in 1961.

PRSA National Presidents

*Virgil L. Rankin 1948
*Averell Broughton 1949
J. Handly Wright, APR 1950
*Milton Fairman, APR 1951
Ed Lipscomb, APR 1952
*William G. Werner 1953
Frederick Bowes, Jr. 1954
*George M. Crowson 1955
W. Howard Chase, APR 1956
Dan J. Forrestal, APR 1957
Kenneth W. Haagensen, APR 1958
*Carroll R. West, APR 1959
Kenneth Youel, APR 1960
H.B. Miller, APR 1961
Walter W. Belson, APR 1962
Ward B. Stevenson, APR 1963
Thomas F. Robertson, APR 1964
Ovid R. Davis, APR 1965
Robert B. Wolcott, Jr., APR 1966
*J. Carroll Bateman, APR 1967
*Edward P. VonderHaar 1968
George Hammond, APR 1969
Donald B. McCammond, APR 1970
Jon B. Riffel, APR 1971
Kalman B. Druck, APR 1972
Betsy Ann Plank, APR 1973
Carl F. Hawver, APR 1974
James F. Fox, APR 1975
Jay Rockey, APR 1976
Kenneth Owler Smith, APR 1977
Frank W. Wylie, APR 1978
Kerryn King, APR 1979
Patrick Jackson, APR 1980
James A. Little, APR 1981

*Deceased

APRA National Presidents

*Henry Grattan Doyle 1944-45
George F. Meredith 1945-46
Harry W. McHose 1946-47, 1947-48
Leonard W. Trester 1948-49
Edward B. Lyman 1949-50
*Benjamin F. Castle 1950-51, 1951-52
Stephen James 1953-54
John H. Smith, Jr., APR 1954-55
William F. Treadwell, APR 1955-56
*Paul H. Bolton 1956-57
James L. Macwithey, APR 1957-58, 1958-59
*H. Walton Cloke 1959-60, 1960-61

FROM: Northart, Leo, ed. "1981 PRSA Handbook," for PRSA: New York, 1981, p. 12.

TABLE 12

PUBLIC RELATIONS ASSOCIATIONS IN SPECIALIZED AREAS

Academy of Hospital Public Relations
2650 N. Lakeview Avenue
Chicago, IL 60617
(312) 871-5800

Agricultural Relations Council
6501 El Nido Drive
McLean, VA 22101
(703) 356-8221

American Association of Minority Consultants
c/o Charles A. Davis & Associates
2400 South Michigan Avenue
Chicago, IL 60616
(312) DA 6-4140

American Jewish Public Relations Society
21-41 34th Avenue
Astoria, NY 11106

American Society for Hospital Public Relations Directors
840 North Lake Shore Drive
Chicago, IL 60611
(312) 280-6358

Bank Marketing Association
309 West Washington Street
Chicago, IL 60606
(312) 782-1442

Baptist Public Relations Association
460 James Robertson Parkway
Nashville, TN 37219
(615) 244-2355

Council for Advancement and Support of Education (CASE)
11 Dupont Circle
Washington, DC 20036
(202) 659-3820

International Association of Business Communicators
870 Market Street
San Francisco, CA 94102
(415) 433-3400

Library Public Relations Council
60 E. 42nd Street, Suite 1242
New York, NY 10017
(212) 687-6625

National Association of Government Communicators
10910 Trafton Drive
Upper Marlboro, MD 20870

National Investor Relations Institute
1629 K Street, N.W.
Washington, DC 20006
(202) 861-0630

National School Public Relations Association
1801 N. Moore Street
Arlington, VA 22209
(703) 528-5840

New York Airlines Public Relations
c/o Harvey Berman
National Airlines
219 E. 42nd Street
New York, NY 10017
(212) 697-8181

New York Financial Writers' Association
Box 4306
New York, NY 10017

Public Affairs Council
1220 16th Street, N.W.
Washington, DC 20036
(202) 872-1790

Publicity Club of Chicago
1945 N. Hudson
Chicago, IL 60614
(312) 337-1501

Publicity Club of New York
404 Park Avenue South
Suite 1207
New York, NY 10016
(212) 685-8220

Railroad Public Relations Association
American Railroads Building
Washington DC 20036
(202) 293-4191

Religious Public Relations Council
475 Riverside Drive-Room 1031
New York, NY 10027
(212) 870-2013

Women Executives in Public Relations
c/o Phyllis Berlowe, APR
Doremus & Company
120 Broadway
New York, NY 10271
(212) 964-0700

Women in Communications, Inc.
Box 9561
Austin, TX 78766
(512) 345-8922

FROM: Northart, Leo, ed., "1981 PRSA Handbook," for PRSA: New York, 1981, p. 13.

TIMELINE OF

UNITED STATES PUBLIC RELATIONS ORGANIZATIONS*

1915 - Financial Advertising Association formed

1917 - Association of American College News Bureaus formed

1922 - National Publicity Council for Health and Welfare Services formed

1929 - Religious Publicity Council formed

1930 - Name Change: Association of American College News Bureaus TO American College Publicity Association

1935 - The National Association for Educational Publicity formed

1936 - National Association of Accredited Publicity Directors, Inc. formed
Name Change: The National Association for Educational Publicity TO School Public Relations Association

1938 - The Wise Men formed

1939 - The Library Public Relations Council formed
American Institute of Public Relations formed
Name Change: American Institute of Public Relations TO American Council on Public Relations

1940 - Publicity Club of New York formed

1941 - Publicity Association of Chicago formed
Name Change: National Association of Accredited Publicity Directors, Inc., TO National Association of Publicity Directors, Inc.

1942 - First Congress of the Directors of Public Relations for Industry in America held
Name Change: Publicity Association of Chicago TO Publicity Club of Chicago

1944 - American Public Relations Association formed
Name Change: National Association of Publicity Directors, Inc. TO National Association of Public Relations Counsel

1946 - Name Change: American College Publicity Association TO American College Public Relations Association

1947 - Name Change: Financial Advertising Association TO Financial Public Relations Association

1948 - Public Relations Society of America formed (from merger of NAPRC and ACPR)

(Continued)

*This table compiled by author of paper

Timeline continued

1949 - Government Public Relations Association formed
Association of Municipal Public Relations Officers formed
Name Change: Religious Publicity Council TO National Religious Publicity Council

1950 - Name Change: School Public Relations Association TO National School Public Relations Association

1952 - Chemical Public Relations Association formed
Public Relations Seminar formed
Railroad Public Relations Association formed

1953 - Agricultural Relations Council formed

1957 - Pride and Alarm formed

1961 - Merger: APRA with PRSA

1963 - Name Change: National Religious Publicity Council TO Religious Public Relations Council, Inc.

1964 - American Society for Hospital Public Relations Directors formed

1965 - Shop Talk formed
Public Relations Counselors Roundtable of Chicago formed

1966 - Name Change: Financial Public Relations Association TO Bank Public Relations and Marketing Association

1968 - Public Relations Student Society of America formed

1970 - International Association of Business Communicators formed
Name Change: Bank Public Relations and Marketing Association TO Bank Marketing Association

1972 - Name Change: American Society for Hospital Public Relations Directors TO American Society for Hospital Public Relations

1975 - Merger: American College Public Relations Association with American Alumni Council to form the Council for Advancement of Support for Education

Endnotes

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[4]William H. Dinsmore, "Public Relations to the Rescue--Again," Public Relations Quarterly, Summer 1979, p. 39.

[5]Edward L. Bernays, Personal interview, March 3, 1982.

[6]Cutlip and Center, p. 81.

[7]Ibid, p. 76.

[8]Black, pp. 222-23.

[9]Rex Harlow, Autobiography in manuscript form, pp. 422-23.

[10]The BMA Story (Chicago: Bank Marketing Association, n.d.), p. 1.

[11]Ibid.

[12]Cutlip and Center, p. 91.

[13]Scott M. Cutlip, A Public Relations Bibliography (Madison: University of Wisconsin Press, 1957), p. 13.

[14]Cutlip and Center, p. 92.

[15]Cutlip, p. 14.

[16]George Dugan et al, RPRC: A 50-Year Reflection (New York: The Religious Public Relations Council, Inc., 1979), p. 1.

[17]Ibid, pp. 10-11.

[18]Ibid, p. 12.

[19]50th Anniversary RPRC Directory (New York: The Religious Public Relations Council, Inc., 1981), p. 2.

[20]RPRC: What It Offers You (New York: The Religious Public Relations Council, Inc., n.d.), p. 1.

[21]Ibid, p. 3.

[22]"Highlights of the NSPRA Movement." Journal of Educational Communication, November-December 1975, p. 27.

[23]Cutlip, p. 14.

[24]"Highlights of the NSPRA Movement," p. 29.

[25]William H. Baldwin, "Association of Publicity Directors," Public Opinion Quarterly, October 1937, p. 139.

[26]Ibid.

[27]Public Relations Journal, March 1956, p. 24.

[28]Rea W. Smith, "The PR Chronicle," Public Relations Journal, October 1970, p. 124.

[29]Jack O'Dwyer, O'Dwyer's Newsletter, September 10, 1969, p. 2.

[30]Ibid, p. 3.

[31]W. Howard Chase, Personal interview, March 3, 1982.

[32]Cutlip, p. 13.

[33]Harlow autobiography, pp. 177-78.

[34]Ibid, pp. 188-89.

[35]Rex Harlow, Personal letter, February 20, 1982.

[36]Harlow autobiography, pp. 207-8.

[37]Benefits and Services That Members Enjoy (n.p.: The Publicity Club of New York, n.d.), p. 1.

[38]Norm Netko, ed. Fortieth Anniversary Memory Book--Publicity Club of Chicago (Chicago: n.p. 1981), p. 9.

[39]Ibid, p. 12.

[40]Cutlip, p. 12.

[41]Smith, p. 124.

[42]Virgil L. Rankin, "Public Relations Society of America," Public Relations Journal, March 1948, p. 10.

[43]Edgar A. Waite, "PRSA," Public Relations Journal, August 1947, p. 3.

[44]Ibid, p. 39.

[45]Ibid, p. 2.

[46]Harlow autobiography, pp. 350-1.

[47]Averell Broughton, "First-Hand Observation of Our Annual Meeting," Public Relations Journal, January 1949, p. 8.

[48]Smith, p. 125.

[49]Bernays interview.

[50]Cutlip, p. 13.

[51]"Municipal Public Relations Officers Form New Association," Public Relations Journal, August 1949, p. 18.

[52]Cutlip, p. 13.

[53]Harlow autobiography, p. 193.

[54]Ibid, p. 194.

[55]Harold Brayman, Developing a Philosophy for Business Action (Baltimore: J. H. Furst Co., 1969), p. 3.

[56]Ibid.

[57]"Railroad PR Group Formed," Public Relations Journal, March 1948, p. 30.

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[60]O'Dwyer, p. 4.

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[63]ASHPR History (Chicago: American Hospital Association, n.d.), p. 1.

[64]American Society for Hospital Relations History, p. 2.

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[67]Ibid.

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[71]Ibid.

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[74]Black, p. 220.

[75]Ibid, pp. 220-25.

[76]Ibid, p. 219.

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[78]Ibid.

[79]Black, p. 219.

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